

National Pollution Prevention Week

Monday, September 20

Hurray, Woo-hoo, Alright, Yeah!....uh, hello? I don't hear anyone cheering with me. Aren't you still Members of the P2 Team? Where's that P2 Spirit? Don't you care about P2 Week any more?!

Oh, I see, you're getting a little discouraged, because people just aren't embracing P2 as quickly as they should be. You work and work, and you try to spread the P2 word; and still there are wasteful folks out there who just don't get it....do they have wax in their ears? Can they not smell the coffee? Wake up!

Yeah, Team P2, sometimes it does get a little discouraging -- you hold workshops, you write fact-sheets, you do P2 opportunity assessments, you spell it out for them -- and you know what? ***They no listen!*** But cheer up, little P2 buckaroos -- Pollution Prevention is still out there using less natural resources, making things less toxic, and saving smart companies and people money! It is still the smartest ticket in town!

Pollution Prevention concepts and programs are usually voluntary -- so sometimes, it just takes awhile to wear down our opponents and bring them to the light. We have to develop the new P2 talent and recruit those "green" rookies for the P2 team. Improved process efficiencies, free recognition, and cost savings bonuses - yet they still are reluctant to join. But eventually, thanks to your efforts, they're gonna sign on. Think about where you and your P2 programs were 5 years ago -- it's taken some time, but the P2 Team has grown and grown -- we're not the outcasts any more!

Now, let's get ready to go out there and prevent some pollution -- and let's hear it for National P2 Week! That's better....Keep the Faith, P2sters!

Here are some P2 tips/observations related to the progress we've made!

Green Energy. Renewable energy options are now available to most consumers! If not available directly on your portion of "the grid", you can purchase "renewable energy offsets" that support the market price difference between green energy and traditional polluting, fossil fuel guzzlers.
<http://www.eere.energy.gov/power/>

Green Roofs. Remember the first time you brought up Green Roofs and everyone looked at you condescendingly like you were living in a dream-world? Well, a couple of years later, and most architects are aware of them and many new building are ready to cash in on their living stormwater BMP's.
<http://www.greenroofs.com/>

Green Products. Remember how vendors used to roll their eyes whenever you asked for an environmentally-friendly alternative? Well, a lot of them still do, but those nay-sayers are losing business because there's a green alternative for almost everything these days! <http://www.greenpages.org/>
<http://www.greenpeople.org/>
<http://www.greenseal.org/>

Energy Efficiency. It's always made sense, but Energy Star has made energy efficiency easy for the consumer - so much so, that Energy Star is a label that most consumers recognize on site -- what a great P2 success story! <http://www.energystar.gov/>

Recycled Paper. Remember how people used to use the excuses about how recycled content paper and to not make duplex copies because it would "cause paper jams in the copier. 15 years of decent copiers has finally disproved that myth!

Refills. *If you buy a large soft drink at Quiznos, reuse your cup. A large drink (at least iced tea) costs 55 cents rather than the \$1.59 + tax. Save money.* A little syrup and some soda water equals soft-drink - it is now finally common for delis and convenience stores to reward customers for not being so wasteful. (thanks Rodney)

Don't Burn Out. Here's one for all of us who perhaps take this stuff too seriously on occasion! Don't Forget to Take It All In!

"Do not burn yourself out. Be as I am- a reluctant enthusiast...part time crusader, a halfhearted fanatic. Save the other half of yourselves and your lives for pleasure and adventure. It is not enough to fight for the land; it is even more important to enjoy it. While you can. While it is still there. So get out there and hunt and fish and mess around with your friends, ramble out yonder and explore the forests, encounter the grizz, climb the mountains, bag the peaks. Run the rivers, breathe deep of that yet sweet and lucid air, sit quietly for a while and contemplate the precious stillness, that lovely, mysterious and awesome space. Enjoy yourselves, keep your brain in your head and your head firmly attached to the body, the body active and alive, and I promise you this much: I promise you this one sweet victory over your enemies, over those deskbound people with their hearts in a safe deposit box and their eyes hypnotized by desk calculators. I promise you this: You will outlive the bastards."

- **Edward Abbey** (1927-1989)

Send me your P2 week tips and extreme p2 -- Happy P2 Week!